EXHIBITOR RULES for **AFP 2018**

(Effective 02Aug2017)

1. EXHIBIT LOCATION

All exhibits shall be located in Hall F of the McCormick Place Convention Center (West Building), 2301 S King Drive, Chicago, IL 60616. The attendee meals shall be located in Hall F as well.

2. FUNCTIONS AND RECEPTIONS

Exhibitors shall not host events during official conference hours that are outside of the convention center licensed by AFP and hotels reserved by AFP in connection with the conference, including hospitality suites and function space.

OFFICIAL CONFERENCE HOURS (local time)

Sun, November 4, 2018	7:00 AM – 10:00 PM
Mon, November 5, 2018	8:00 AM – 6:00 PM
Tue, November 6, 2018	8:30 AM – 5:30 PM
Wed, November 7, 2018	8:30 AM – 11:00 AM

Note: Conference Hours are subject to change at the sole discretion of AFP.

3. EXHIBIT HALL RULES

No one under the age of 21 is permitted to attend any conference function or is permitted in the exhibit hall at any time.

EXHIBIT HALL HOURS (local time)

Sun, November 4, 2018	6:00pm – 7:30pm
Mon, November 5, 2018	8:30am – 5:00pm
Tue, November 6, 2018	8:30am – 5:30pm

All booth displays shall be governed by and adhered to by the policies of the International Association of Exhibitions and Events (IAEE). ***AFP limits all island booth spaces to a maximum height of 24 feet, no exceptions.*** All other booth space configurations shall follow the IAEE guidelines accordingly.

AFP reserves the right to alter the exhibit hall floor plan to ensure continuity of the display area.

4. PROHIBITED CONDUCT

A. Exhibitors/Sponsors (or any conference attendee) are prohibited to utilize area other than their assigned exhibit space, at any AFP conference site. Prohibited conduct includes, but is not limited to, marketing, sales, distribution of promotional materials or any other activities conducted outside of your assigned exhibit space. <u>This includes selling in the aisles</u> or at any other event relating to AFP 2018.

B. Except for official AFP activities, no exchange of monies consisting of, but not limited to, cash, credit cards, checks, or signing of purchase orders or contracts is allowed within the confines of the exhibit

hall during the conference.

C. Booth substitutions are not accepted for exhibiting companies except when there has been a merger or acquisition.

D. AFP does not permit exhibitors to use balloons anywhere in the exhibit hall.

E. No nails or bracing wires used in erecting displays may be attached to the building without written consent of the Director of Engineering at the convention center and AFP. All property destroyed or damaged by exhibitors must be replaced in its original condition by the exhibitor or at the exhibitor's expense.

F. The logo for the Association for Financial Professionals is trademarked and cannot be used by any exhibitor in any manner (including on a booth or in promotional materials) for AFP 2018 without the express written permission of AFP.

G. Except for signage within the approved limits of an exhibit space, signs are not allowed in any of the conference facilities (convention center or hotels) unless approved in advance by AFP 2018 management.

5. EXHIBIT BOOTH EQUIPMENT

A. Standard Booths
Standard booth spaces shall be draped in a black 8' high backdrop and 36" high side rails. Exhibitor shall also receive a 7" x 44" exhibitor identification sign as part of a standard booth. AFP does not allow the drape color to be replaced with any other color.

B. Carpet
AFP shall provide the aisle carpet in midnight blue. Each exhibitor is required to have carpeting in their area. Carpeting may be supplied by the exhibitor or rented from Freeman.

C. Hanging Signs
Only island booths are allowed hanging signage, with a height restriction of 24ft from the top of the sign to the floor.

6. CUSTOMIZED BOOTHS

Any exhibitor with a custom booth design must email their booth drawings to exhibiting@afponline.org for approval by September 10, 2018. Depending on the design, the exhibitor may be asked to provide other documents.

7. INSTALLATION AND DISMANTLING (I&D) COMPANIES

Exhibitors must submit an online Non-Registrant Conference Pass Form and Certificate of Insurance (COI) for any I&D company needing access to their exhibit booth. A link to this form shall be available in June 2018, and must be submitted by October 15, 2018.

The COI should include the following within the "Description of Operations" section: conference name, exhibitor name/booth number, dates the I&D company will need access to the booth, and the Association for

Financial Professionals, Freeman, and McCormick Place Convention Center listed as "Additional Insured". See example.

COI Example:

AFP 2018 (November 4-7, 2018)
Booth #:
Exhibitor Name:
Additional Insured: Association for Financial Professionals, Freeman, McCormick Place Convention Center

8. TALENT/ENTERTAINMENT VENDORS

A Non-Registrant Conference Pass Form must be submitted online for any third party talent or entertainment vendors. See rules listed below. A link to this form shall be available in June 2018, and must be submitted by October 15, 2018.

A. Individual(s) may not be an employee of Exhibitor's company and shall be there only to entertain attendees visiting your exhibit booth at conference.
B. These individuals cannot have any sales interaction with conference attendees while in the exhibit hall and shall be uniquely identified.
C. Each exhibitor is limited to (3) talent/entertainment vendors.

9. FOOD AND BEVERAGE IN YOUR BOOTH (CATERING SERVICES)

"SAVOR…Chicago at McCormick Place" is the exclusive catering service within the convention center. Any food or beverage dispensed or given away at booths or functions must be purchased from SAVOR catering; this includes bottled water, popcorn, cookies, etc. Exhibitors may receive an additional charge for any outside food or beverage vendors. Please contact SAVOR…Chicago directly regarding any third party vendors.

"SAVOR…Chicago at McCormick Place"
Phone: 312.791.7250
Website: http://savorchicagomcpl.com/venue-info/exhibitor-services/

10. NON-FLAMMABLE MATERIALS

All materials used in the exhibit hall, ballrooms or any other room of the convention center, must be non-flammable and conform to the fire regulations of the convention center. Electrical wiring and equipment installation must conform to the applicable regulations of the convention center. Materials not conforming to such regulations shall be removed immediately at the exhibitor's expense. It is strictly against fire codes to block or lock any fire exits.

11. STORAGE

The convention center, hotels and AFP have no facilities for the storage of exhibits. All shipments for an exhibit must be directed to the official general contractor. Shipments that arrive prior to show time shall be directed to the local general contractor's warehouse for storage and shall be delivered, at the exhibitor's expense, to the exhibitor's booth at show time. Exhibitors may only store in their exhibit space a one day supply of distribution materials (brochures, etc.). Exhibitors requiring accessible storage on site must make

arrangements prior to the conference with the general contractor. Show management may remove, at the exhibitor's expense, any materials that are improperly stored in or adjacent to an exhibit.

12. DISCARDED EXHIBIT MATERIALS

Any exhibitors who discard their displays or any type of “bulk” material not considered normal refuse must make arrangements for its removal at their own expense. If the convention center and/or hotels have to remove these materials, the exhibitor shall be charged directly.

13. SECURITY PROVISIONS

A. AFP shall provide perimeter security service and exercise reasonable care for exhibitor’s displays, equipment and materials. Uniformed security guards shall patrol the exhibit areas at the convention center during the period of installation, during the show and during dismantling.

B. Provisions have been made for the convention center to check the locks on all doors, consistent with fire regulations, to minimize any problems when the show is closed. The security guards shall patrol the entire exhibit hall area and call to the attention of AFP any and all infractions of rules or potential security risk.

C. The convention center has been requested to provide all their employees with identification badges or uniforms to avoid allowing any persons other than the night clean-up crews into the exhibit area when the show is closed. All drayage and decorating personnel shall be identified. In each case, this has been discussed with service management so that we may avoid any unauthorized personnel in the area during installation, during the show and during dismantling. All exhibitors and attendees are required to wear their official conference badges at all times. Anyone without proper ID shall be refused admittance into the exhibit hall. This security check is for your protection.

D. Exhibitors agree that the provision of such security service constitutes adequate discharge of all obligations of AFP to supervise and protect exhibitor’s property within the exposition. Exhibitors have the option to hire booth security to protect their exhibits, using the official security agency for the conference.

E. Exhibitors are reminded that this is an open booth show and that the primary responsibility for the safeguard of the exhibit and equipment rests with the exhibitor. Neither the AFP, the convention center, the security contractor, the general contractor, nor any of their officers, agents, representatives or employees assumes any responsibility for such property at any time.

14. ADDITIONAL BOOTH SECURITY

Exhibitors desiring the added protection of a booth guard for their exhibit during all or part of the conference may do so from the preferred security agency. Contact and order form information shall be provided in the Exhibitor Service Kit.